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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/840,648	04/23/2001	Brian Fitzpatrick	MRZ 8996.1	5040
321	7590	09/21/2007		EXAMINER
SENNIGER POWERS				VAN BRAMER, JOHN W
ONE METROPOLITAN SQUARE				
16TH FLOOR			ART UNIT	PAPER NUMBER
ST LOUIS, MO 63102			3622	
			NOTIFICATION DATE	DELIVERY MODE
			09/21/2007	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

uspatents@senniger.com

Advisory Action Before the Filing of an Appeal Brief	Application No.	Applicant(s)
	09/840,648	FITZPATRICK ET AL.
Examiner	Art Unit	
John Van Bramer	.3622	

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 24 August 2007 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

a) The period for reply expires _____ months from the mailing date of the final rejection.

b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because

(a) They raise new issues that would require further consideration and/or search (see NOTE below);

(b) They raise the issue of new matter (see NOTE below);

(c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or

(d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: 1-7, 15, 24, 39, 52, 53, 55, 60 and 61.

Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet.

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: _____.

Eric W. St. John
ERIC W. ST. JOHN
SUPERVISORY EXAMINER
TECHNOLOGY CENTER 3600

Continuation of 11. does NOT place the application in condition for allowance because: The amendment cancelled claims 56-59 and made no changes to the other remaining claims. Since such a cancellation does not alter the scope of the remaining claims the amendment has been entered. The applicant additionally argues that Eggleston does not disclose embodiments where incentive programs are purchased by a sponsor and executed on a host system. However, Eggleston discloses that the application and/or storage device disclosed can reside on the Host machine in Col 5, lines 46-55, Col 10, lines 1-54, Col 12, lines 39-48, Col 14, lines 6-65, Col 17, lines 25-50, and Col 32, lines 53-64. Additional support for the operation of the incentive program on the host can be found in Col 8, lines 13-20 which provides a definition of the term "host" as well as in Col 6, lines 13-19, Col 6, lines 31-46, Col 6, line 53 through Col 7, line 6, Col 7, line 54 through Col 8, line 20; and Col 12, lines 38-48. The applicant argues that the examiner has admitted that Eggleston does not teach a selectable rule structure. However, the examiner has made no such admission and cited specific areas in the Eggleston reference that disclose the use of rule structures. The applicant is reminded that they are responsible for the entire cited reference as a whole and that Eggleston teach that the sponsor can select a predefined incentive program, modify a predefined incentive program, or build their own inventive program (Col 14, lines 26-49) and that the characteristics are selected by the sponsor (Col 14, lines 26-49). The applicant further argues that Eggleston is not enabling because it discloses five embodiments where the program is downloaded or mailed to the sponsor for installation at the sponsor's site and does not disclose a single embodiment where the program is operated on the host computer. However as the examiner has stated above and made citations to the Eggleston reference, this characterization is not accurate. Eggleston does disclose operation of the program on the host computer..